

**Appln No. 10/600,782**  
**Amdt date January 19, 2006**  
**Reply to Office action of October 19, 2005**

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Original) A cellular phone comprising:
  - a housing;
  - a keyboard disposed on a first side of said housing;
  - a first display device disposed on said first side;
  - a second display device disposed on a second side of said housing, said second side being opposite to said first side;
  - a memory storing advertising information;
  - a receiver-transmitter; and
  - a controller computer programmed to receive said advertising information through said receiver-transmitter, to control said first display device in response to instructions received through said keyboard, and to control said second display device to display said advertising information on a screen of said second display device during a phone call established through said receiver-transmitter in response to operation of said keyboard by a user.
2. (Original) The cellular phone according to claim 1, wherein said second display device is detachably connected to said housing.
3. (Original) The cellular phone according to claim 2, wherein said housing has a notch for accommodating said second display device therein such that said screen of said second display device is aligned to a rear surface of said housing.

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4. (Currently Amended) The cellular phone according to claim 1, wherein said keyboard includes:

a key top displaying a plurality of symbols respectively written with fluorescent materials having different dominant wavelengths, and

a plurality of light emitting units emitting lights of different wavelengths,

wherein said keyboard receives mode instructions to place said cellular phone into an operation mode, and

wherein said controller computer drives said plurality of light emitting units in response to said operation mode into which said cellular phone is placed.

5. (Original) The cellular phone according to claim 1, further comprising:

a power supply circuit providing electric power for said controller computer;

a power terminal electrically connected to said power supply circuit;

a battery case; and

a strap including first and second cables connected between said power terminal and said battery case to allow a battery in said battery case to supply power for said power supply circuit through said power terminal, wherein said first and second cables form a loop to provide a grip.

6. (Currently Amended) An advertising method comprising:

providing a cellular phone including:

a housing,

a keyboard disposed on a first side of said housing,

a first display device disposed on said first side, the first display device being controlled in response to instructions received through said keyboard,

a second display device disposed on a second side of said housing, said second side being opposite to said first side,

a memory, and

a receiver-transmitter; [[and]]

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receiving advertising information from an advertising information source;  
storing said received advertising information in said memory; and  
displaying said stored advertising information on a screen of said second display device during a phone call established through said receiver-transmitter in response to operation of said keyboard by a user.

7. (Currently Amended) The advertising method according to claim 6, wherein said advertising information source includes a website server providing a website and wherein said receiving includes:

establishing a connection between said cellular phone and said website through a network, and

downloading said advertising information from said website to store said advertising information in said memory.

8. (Original) The advertising method according to claim 7, wherein said advertising information is selected in response to a position of said cellular phone.

9. (Original) The advertising method according to claim 7, wherein said advertising information is selected in response to current time.

10. (Original) The advertising method according to claim 6, wherein said advertising information includes at least one of a trademark, a business name, and a catch phrase.